



Hog iPC Controls Schwarzenegger's Event

'Performed flawlessly,' says Kinetic Lighting

November 2, 2005

For the second straight year, Kinetic Lighting was commissioned to illuminate the California Governor and First Lady's Conference on Women and Families, held Oct. 27 in Long Beach, CA. But for the first time, Kinetic chose to use a Hog iPC console to control the show.

The 19th-annual event – hosted by Gov. Arnold Schwarzenegger and wife Maria Shriver at the Long Beach Convention Center – brought together women of all generations to share practical ideas for success in careers and family life. Celebrities speaking included Supreme Court Justice Sandra Day O'Connor, Barbara Walters, Tom Brokaw and Billie Jean King. Mary J. Blige concluded the event with a performance for nearly 11,000 attendees.

Automated lighting and LED fixtures were controlled from a Hog iPC console, programmed by Rob Fritz.

Kinetic's David Rosen says, "The Hog iPC performed flawlessly. We did not need to use the backup iPC - the main one worked just fine." Kinetic has used the Hog iPC for many large events since their purchase of the unit in July. "Since we're a rental house in addition to a production company, many of our customers have rented for their own use, as well. It is scheduled for a corporate event in November, followed by an exhibit booth and a large private party -- all back-to-back events."

With the conference airing live by ABC-TV, Kinetic needed to provide broadcast-quality lighting that could accommodate multiple stage layouts – ranging from podium to concert – as well as illumination for multiple breakout stages and backstage press areas. Striking a balance between what was suitable for the audience and what looked good on TV was a challenge for Kinetic lighting designer David Jacobi and ABC lighting director Robert Murdock. Kinetic's Kent Hayworth served as technical director for the event.

Carl Bendix of Ambrosia Productions was Kinetic's client. Bendix complimented Kinetic's innovative approach for satisfying the broadcasters and conference attendees with its lighting choices.

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Hog iPC in the foreground of the Governor and First Lady's Conference.

Photos courtesy of Kinetic Lighting

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